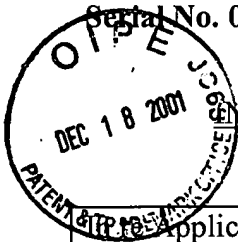


Serial No. 09/917,792

2163
PATENT



#3
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant of: Alan D. Gould et al.	Docket No.: 50442.010200
Serial No.: 09/917,792	Art Unit: 2163
Filing Date: July 31, 2001	Examiner: Unassigned
Title: Computerized System and Method for Increasing the Effectiveness of Advertising	

RESPONSE TO NOTICE TO FILE MISSING PARTS

Honorable Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Notice to File Missing Parts mailed September 10, 2001,
Applicant encloses:

1. Copy of Notice to File Missing Parts
2. Executed Declaration and Power of Attorney
3. Check in the amount of \$665.00
 a. Basic Filing Fee \$355
 b. Claim Fee 245
 c. Surcharge 65
 \$665 (Small Entity)
4. 111 Sheets of Drawings (Figures 1-18)
5. Return Post Card

Applicant claims small entity status and requests a one-month Extension of Time in which to respond and requests that the fee be charged to Deposit Account No. 50-0653. The Commissioner is hereby authorized to charge any deficiency or credit any overpayment, to Deposit Account No. 50-0653.

Respectfully submitted,


Richard E. Kurtz, II
Registration No. 33,936

12/20/2001 CCHAU1 00000013 500653 09917792
05 FC:215 55.00 CH

Greenberg Traurig
1750 Tysons Boulevard, 12th Floor
McLean, Virginia 22102
703-749-1330

December 10, 2001

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS
BEING DEPOSITED WITH THE UNITED STATES POSTAL
SERVICE WITH SUFFICIENT POSTAGE AS FIRST CLASS
MAIL IN AN ENVELOPE ADDRESSED TO: ASSISTANT
COMMISSIONER FOR PATENTS, WASHINGTON, D.C. 20231,
ON December 10, 2001
BY Sandra Ferone



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/917,792	07/31/2001	Alan D. Gould	50442.UT

22191
GREENBERG TRAURIG
1750 TYSONS BOULEVARD, 12TH FLOOR
MCLEAN, VA 22102

CONFIRMATION NO. 9535

FORMALITIES LETTER



OC000000006537354

Date Mailed: 09/10/2001

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

RECEIVED
DEC 28 2001
Group 2100

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.
Applicant must submit \$ 355 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).
- Total additional claim fee(s) for this application is \$245.
 - \$45 for 5 total claims over 20.
 - \$200 for 5 independent claims over 3 .
- The oath or declaration is missing.
A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$65 for a small entity in compliance with 37 CFR 1.27, must be submitted with the missing items identified in this letter.
- **The balance due by applicant is \$ 665.**

The application is informal since it does not comply with the regulations for the reason(s) indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
 - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

12/20/2001 CCHAU1 00000013 500653 09917792

01 FC:201	370.00	DP
02 FC:203	45.00	DP
03 FC:202	210.00	DP
04 FC:205	25.00	CH
	40.00	DP

A copy of this notice MUST be returned with the reply.



Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE